

**EEO PUBLIC FILE REPORT**

**For**

**WBHM(FM)**

**This EEO Public File Report Covers the Period  
December 1, 2019 thru November 21, 2020**

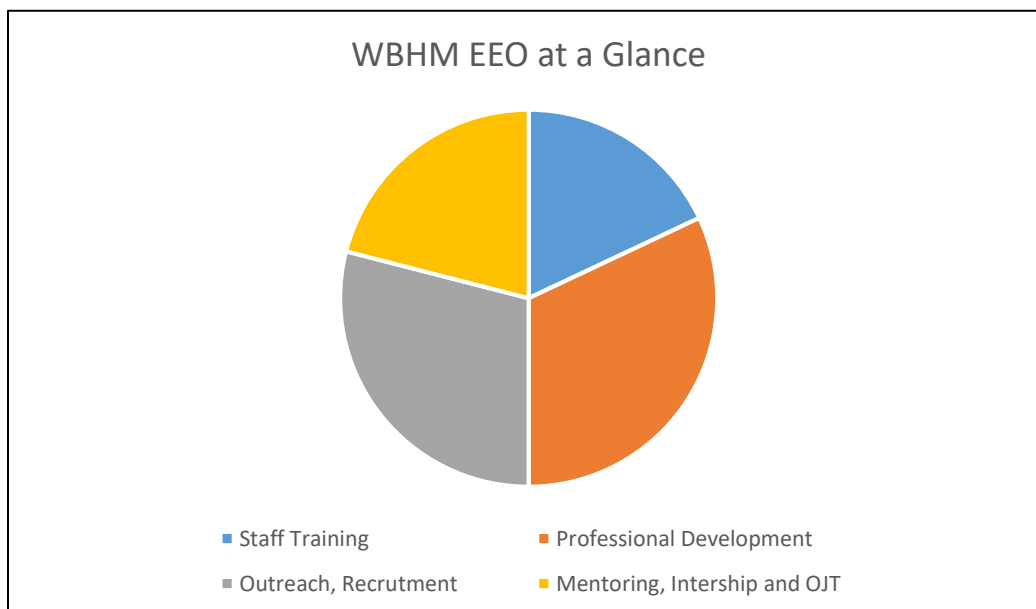
## EEO Rules and Policies for Radio

EEO Rules and Policies for Radio rules and policies. The rules prohibit discrimination in hiring based on race, color, religion, national origin or gender by broadcasters. The EEO rules require broadcasters employing five or more full-time employees to maintain an EEO recruitment program. The recruitment rules include requirements to provide notice of job vacancies and to undertake additional outreach measures to all qualified job candidates, such as holding job fairs and establishing internship programs.

FCC rule requirements The FCC's EEO rules require broadcasters subject to the recruitment requirements to:

- Widely distribute information concerning each full-time (30 hours or more) job vacancy, except for vacancies that need to be filled in demanding or special circumstances.
- Provide notice of each full-time job vacancy to recruitment organizations that request notice.
- Complete two (for broadcast employment units with five to 10 full-time employees that are located in smaller markets) WBHM is located in the #61 Market.
- Nonexempt radio station SEUs licensed to communities in Alabama must earn at least the required minimum number of Menu Option credits during the two year "segment" between December 1, 2019 and November 30, 2021, as well as during the previous two-year "segments" of their license terms.

**While WBHM does not meet the requirement for four (4) Menu options the Management of WBHM has decided to go ahead and complete all suggested for each segment. These Menu Option initiatives include sponsoring job fairs, participating in job fairs, having an internship program and employee Professional development.**



## Equal Employment Opportunity Public File Report WBHM (FM)

The requirements are more limited for entities in smaller markets. The FCC reviews broadcasters' compliance with EEO rules:

- At the time of a broadcaster's license renewal.
- At mid-term during the license period for radio stations with 11 or more full-time employees.
- Through random audits.

***Recruitment Activity Summary***  
***December 1, 2019-November 21, 2020***

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

**1. Total Full-Time Vacancies**

During the period ending on November 21, 2020, there were 3 full time job vacancies: MULTIMEDIA NEWS PRODUCER, GULF COAST REGIONAL NEWS HUB BUSINESS MANAGER and GULF STATES REGIONAL NEWS HUB MANAGING EDITOR.

**2. Total Interviewees for Full-Time Vacancies**

During the period ending on November 30, 2020, there were (3) full time job vacancies filled and (11) interviews of candidates.

**3. Recruitment Sources**

The following are the recruitment sources collected for use in the event of a recruitment opportunity for all positions. We will revise and add to the list as appropriate:

- University of Alabama at Birmingham Career Page
- [www.wbhm.org](http://www.wbhm.org) and [www.uab.edu](http://www.uab.edu) )
- WBHM 90.3 FM On-Air Broadcasts
- AWARE Disability Management
- Employee Referral
- Corporation for Public
- Broadcasting (CPB) Jobline [www.cpb.org/jobline](http://www.cpb.org/jobline)
- WBHM FaceBook
- Twitter/Reddit/other
- Current Magazine (paid)
- INDEED [www.indeed.com](http://www.indeed.com)
- Publicmediajobs.org
- LinkedIN
- **Alabama Broadcasters Association Virtual Job Fair**  
This Virtual Fair included the WBHM positions  
**Gulf States News Hub Regional Reporter: Criminal Justice** posted on 2020-08-27.

**Health Care Reporter for Gulf States News Hub** posted on 2020-08-27.

Day	Number of visits	Pages	Hits
31-Aug-20	292	1,152	4,462
1-Sep-20	225	904	3,315
2-Sep-20	311	961	4,307
3-Sep-20	224	1,018	3,507
4-Sep-20	235	813	2,881
<b>TOTALS</b>	<b>1287</b>	<b>4848</b>	<b>18472</b>

**The Following Exhibits (A and B) Catalogue WBHM's (A) Vacancy/Hiring Information and (B) Training-Professional Development, Outreach to the Public, Job Fair Activity and Internship/Mentorship Initiatives.**

**EXHIBIT A**

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **MULTIMEDIA NEWS PRODUCER**

Recruitment Source that Referred the Hiree: **Employee**

Date Vacancy Opened: **October 26, 2019**

Date Vacancy Filled: **November 26, 2019**

Total Number of Persons Interviewed for the Vacancy: **4**

**Recruitment Source**

**Total Number of Referrals**

University of Alabama at Birmingham Career Page	20
www.wbhm.org and www.uab.edu )	1
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	1

## Equal Employment Opportunity Public File Report WBHM (FM)

Corporation for Public	0
Broadcasting (CPB)	0
WBHM FaceBook	3
Twitter/Reddit/other	0
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	17
LinkedIN	0

### **FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **GULF STATES REGIONAL NEWS HUB MANAGING EDITOR**

Recruitment Source that Referred the Hiree: **WBHM Employee Referral**

Date Vacancy Opened: **May 5, 2020**

Date Vacancy Filled: **August 10, 2020**

Total Number of Persons Interviewed for the Vacancy: **4**

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
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University of Alabama at Birmingham Career Page	6
<a href="http://www.wbhm.org">www.wbhm.org</a> and <a href="http://www.uab.edu">www.uab.edu</a> )	1
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management	0
Program Referral (Recruitment Event)	0
Employee Referral	5
Corporation for Public	
Broadcasting (CPB) Jobline	0
WBHM FaceBook	1
Twitter/Reddit/other	10
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	11

Publicmediajobs.org	0
LinkedIN	1

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **GULF COAST REGIONAL NEWS HUB BUSINESS MANAGER**

Recruitment Source that Referred the Hiree: **UAB Career Page Online**

Date Vacancy Opened: **May 5, 2020**

Date Vacancy Filled: **September 9, 2020**

Total Number of Persons Interviewed for the Vacancy: **3**

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	13
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management	0
Program Referral (Recruitment Event)	0
Employee Referral	6
Corporation for Public	
Broadcasting (CPB) Jobline	0
WBHM FaceBook	0
Twitter/Reddit/other	4
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	6
Publicmediajobs.org	0
LinkedIN	2

**EXHIBIT B**  
**MENU OPTION ACTIVITIES**

**Station WBHM has engaged in the following Training activities during the period covered by this Report covering 47CFR 73.2080.**

- Managerial Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include HR training, FSLA Training, Manager Skills training and Performance Appraisal methods and application. Workshops include online elements and classroom training.
- Other training included: **CPB is requiring annual harassment prevention training for all officers, employees and interns of each station as a condition of the grantee's eligibility for a radio or television Community Service Grant (CSG).** Completed by ALL WBHM Employees by 10/01/2020 deadline. WBHM used the CPB Provided Navex Global Training service.
- **UAB implemented an online harassment-prevention education program that will establish a common definition of inappropriate behavior.** All UAB Exempt and Non-Exempt faculty and staff are asked to complete the interactive course within 60 days. WBHM Staff completed the training via the UAB E-Learning system throughout the year.
- **UAB/PCI Training** for All WBHM Employees.

**Outreach Events that Station Staff attended or participated virtually.**

- **1/17/2020, Tour and workshop-**Comprehensive station tour and news workshop with 21 Red Mountain Community School students and two adults. Moderated by **Gigi Douban and Michael Krall.**
- **1/27/2020, National Security of the United States,** class at Birmingham Southern College--Addressed college class on national security affairs and the role of the media, NPR and WBHM in particular. **Chuck Holmes**
- **1/28/2020, Station Webinar: 2020 Tiny Desk Contest-Audrey Atkins** was part of a panel of member stations discussing our annual Tiny Desk Contest concert.
- **2/07/2020, One Small Step: A Night of Courageous Conversation-** Public event in collaboration with NPR and StoryCorps to encourage conversations across party lines. **All Staff**



- **2/17/2020, University of Montevallo Media Day**-Station meeting with Communications students to promote working in Public Radio at the WBHM. Attended by **Darrell McCalla**
- **3/3/2020, Alabama Primary Election Live Broadcast and Watch Event**- Live broadcast of election returns in conjunction with 1A Across America and election night watch party. **All Staff**
- **3/7/2020, ABBY Awards**- Annual awards event for Alabama Broadcasters. Attended by: **Michael Krall, Gigi Douban, Darrell McCalla, Janae Pierre and Miranda Fulmore.**
- **3/13/2020, COVID-19 and Alabama. What do I need to know?** - A live special program to answer questions from our audience on COVID-19 and Alabama. We engaged with community members online and on the air as they asked questions of our expert panelists.
- **4/14/2020, Greater Public Benchmarks**- Review results of benchmark survey.
- **4/15/2020, Review results of benchmark survey**-Webinar to learn to fundraise during a pandemic.
- **4/28/2020, Webinar: What Stations Are Doing to Build Relationships With New Digital Audiences During COVID-19**- Building relationships with digital audiences during pandemic.
- **5/12/2020, NPR Training Session - Writing for the Web**- Writing for Web - Holly Morris | NPR Digital Storytelling Specialist.
- **5/14/2020, Audigraphics Data Review**- Audience data review from Carl Nelson of Radio Research Consortium (RRC). **Michael Krall, Audrey Atkins, Chuck Holmes and William Dahlberg**
- **5/18/2020, RRC Data Review**- Quarterly audience data review with Steve Olsen of Audigraphics. **Staff**
- **5/26/2020, NPR Student Podcast Challenge**, mentoring and judge for national podcast competition among middle school and high school students. **Chuck Holmes**
- **7/28/2020, Virtual Town Hall: Reopening Schools** - WBHM's virtual town hall to answer people's questions about COVID-19 as schools prepared to reopen. **All Staff**
- **10/13/2020, The Spoken Word Audio Report Webinar from NPR and Edison Research**- Since the inaugural report last year, Americans' share of listening to spoken word audio is up over eight percent. This year, NPR and Edison Research explore what is driving this increase and how news, podcasts, audiobooks, and talk radio continue to cut into time that was previously spent with music. Michael Smith, Chief Marketing Officer from NPR, and Megan Lazovick, Vice President from Edison Research, as they host an online presentation of the findings from the second annual Spoken Word Audio Report. Attended by: **Staff**
- **10/29/2020, NPR Virtual Intern and Temp Fair**- A virtual fair to connect NPR interns and temp workers to people at local member stations. Recruiting opportunity. Attended by: **Gigi Douban and Priska Neely**

**The following listings are a record of WBHM Employee's Group training Seminars/Webinars**

- **11/18/2019, Team Building at the Speed of Trust-** A group of WBHM leadership team attended a workshop with speaker Stephen Covey. Attended by: **Audrey Atkins, Michael Krall, Gigi Douban, Chuck Holmes and Will Dahlberg**
- **1/9/2020, Growing and Retaining Audience in an Election Year-** Over the past decades, major moments have led to significant audience growth for public radio. The 2020 Election presents an opportunity to deliver an all-time increase in listenership. To capitalize on this opportunity, NPR has been gathering insights and best practices from all of you. We have talked to dozens of high-performing stations of various sizes. We have vetted our findings with Program Directors, News Directors and station leadership nationwide. Moreover, we have gathered these findings into a "2020 & Beyond: Election Tune Up Guide" — a resource to help you optimize programming, promotion, positioning, and sound. Attended by: **Michael Krall, Audrey Atkins, Gigi Douban, Will Dahlberg and Chuck Holmes**
- **4/30/2020, The Smart Audio Report Spring 2020 Webinar from NPR and Edison Research-** Smart Audio Report from NPR and Edison Research is back with its annual study, this time including a look at how consumers are using their voice-enabled devices amidst the COVID-19 pandemic and quarantine measures. Please join us for a webinar revealing the latest findings, including how smart audio users choose to use the technology, how they integrate voice-commands into their daily lives, and how those who don't use the technology feel about it becoming a bigger part of the world around them. The Smart Audio Report is the industry's longest-running public research series about smart audio consumer behavior in the United States, which now reaches approximately 175 million people. Attended by: **Will Dahlberg, Michael Krall, Chuck Holmes**
- **5/26/2020, Editorial & Digital Fundraising Updates: NPR/Station Backgrounder #10-** This webinar focused on the process and impacts of states beginning to reopen. Editorial updates on this topic included briefings from NPR's Field Safety and Security Director, as well as from NPR's National and Science Desks, all through the lens of how reopening will affect reporting guidelines, local and national coverage, and communities. We'll also reviewed and discussed results from the NPR digital fundraising campaign that ran in response to the coronavirus pandemic. Attended by: **Will Dahlberg, Michael Krall, Chuck Holmes, Gigi Douban**
- **7/15/2020, Leveraging "Grove" for Sponsorship-** Many stations are migrating to NPR's new Grove platform at the same time that

digital audience engagement is up. Get to know this new platform and what it offers, including the opportunities for local digital sales units, so you can harness digital ad revenue as it begins to come back.

Salespeople, grab your digital person, and digital people, grab your salesperson and together join us to learn how your station can leverage Grove to take your digital sponsorship program to the next level. Attended by: **Caroline Spears, Audrey Atkins, Will Dahlberg, Chuck Holmes**

- **7/21/2020, The Six Types of American News Audiences: NPR/Station Backgrounder #14-** Sponsored by NPR. We talk a lot about our audience, but who are they exactly? What should we know about the different segments of news consumers so we can serve them better? NPR will share the findings of its nationwide study that uncovered the six core segments of news consumers. We'll meet the Curious Explorers, Opinion Shapers, and other audience types and learn who they are, what they care about in news, how they consume news and information, and what the opportunities might be for better reaching and engaging with each group. Attended by: **Will Dahlberg, Michael Krall, Gigi Douban, Chuck Holmes**
- **7/22/2020, Audience Insights On COVID-19: The First Six Months Of 2020 PPM Data-** Client stations and partners are invited to join Dave Sullivan of the RRC w/ special guest Scott Williams for analysis and discussion of changes in radio listening during this all-encompassing pandemic. Attended by: **Will Dahlberg, Michael Krall, Audrey Atkins, Chuck Holmes**
- **10/20/2020, Birmingham Business Journal Women's Summit-** An annual event hosted by the Birmingham Business Journal for women in business and community leaders. Attended by: **Gigi Douban, Janae Pierre**

**The following listings are a record of WBHM Employee's Training, Individual Outreach, Mentoring and Professional Development that are part of the WBHM EEO Program.**

**Chuck Holmes, Executive Director WBHM attended the following outreach conferences and training Seminars/Webinars**

- **1/11/2020, Leadership Alabama-** program of outreach and professional development with visits throughout the state.
- **1/16/2020, Live Healthsmart Alabama,** Participation in leadership council of health-care and wellness initiative for state of Alabama.
- **1/23/2020, Birmingham Committee on Foreign Relations-** Luncheon of civic group feature NPR's Larry Kaplow as speaker; opportunity for community outreach.
- **2/10/2020 and monthly in 2020, Eastern Regional Public Media board meeting,** addressing public media challenges and leadership
- **3/26/2020, Training Webinar: Fundraising,** Responding to COVID-19 and challenges in revenues for public media
- **5/20/2020, Training Webinar: Building resistance in small stations,** training and feedback from NPR and other member stations on revenues amid the pandemic and recession
- **5/26/2020, NPR Student Podcast Challenge,** mentoring and judge for national podcast competition among middle school and high school student
- **7/15/2020, YMBC Civic Club on media and government,** addressed Birmingham civic group on media and ethics
- **7/23/2020, Panel discussion: Race, Equity and our City's Path Forward,** participated in conversation (virtual) on race relations and equity
- **8/10/2020, NPR's Pam Fessler presentation to Kiwanis Club of Birmingham,** moderated Fessler presentation about her new book
- **9/1/2020, Training Webinar: Leading Through Revenue Disruption,** participated in training and best practices on revenues
- **9/15/2020, Training Webinar: Mobile Strategy,** participated in NPR/member station training discussion on mobile
- **10/22/2020, Leadership Birmingham panel on politics and media,** election-related discussion on campaigns and coverage
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**Sabrina Balch, Membership Manager WBHM attended the following outreach conferences and training Seminars/Webinars..**

- **1/23/2020, Webinar: NPR Studio - Admin Training--** A one-hour training session for Member station admins to learn how to manage users in the NPR Studio workspace.
- **3/26/2020, Fundraising Webinar-** Responding to COVID-19: A Bold Conversation Hosted by NPR.
- **4/9/2020, Fundraising Webinar-** Mid-Level and Major Giving During the COVID-19 Crisis.
- **4/15/2020, Fundraising Webinar-** Greater Public Webinar: On-Air Fundraising During a Global Pandemic
- **4/27/2020, Major Gift Academy--** This is a 14-week online training cohort designed for public media leaders and major gift fundraisers who are ready to transform their major gift practices in order to participate in the historic levels of giving that now define American philanthropy.
- **4/15/2020, Fundraising Webinar-** Greater Public Webinar: On-Air Fundraising during a Global Pandemic.
- **6/12/2020, Fundraising Webinar-** Greater Public Webinar: Getting the Message Right in FYE Fundraising.

- **7/14/2020, PMDMC Summer Series-** PMDMC Summer Series Keynote with Noel King & Shereen Marisol Meraji.
- **8/31/2020, Fundraising Webinar-** Greater Public Fall On-Air Fundraising Webinar.
- **11/12/2020, Strategy for Post-Election and Year-End Fundraising-** Greater Public Fundraising Webinar

**Audrey Atkins, Director of Community Engagement attended the following outreach conferences and training Seminars/Webinars.**

- **The Women's Network.**  
    **2<sup>nd</sup> and 4<sup>th</sup> Tuesday every month**  
    Monthly meetings of TWN
- **4/8/2020, Coronavirus and Public Radio Webinar--** Review Jacobs Media survey results re pandemic and listening habits.
- **3/11-13/2020, MOMENTUM WOMEN'S LEADERSHIP CONF-** This is a women's leadership in business conference.
- **3/21/20 CREATED THE Y'ALL'S THINGS CONSIDERED FACEBOOK GROUP** – Unable to engage with our audience in person, we created a Facebook group to continue engagement efforts online. Members are encouraged to ask us questions and give us feedback and someone from the station posts in the group 5 days a week to spark discussion and interaction. As of this writing, there are 1,027 members of the group.
- **Y'ALL'S THINGS CONSIDERED COFFEE CLUB** – Every Tuesday since 9/1/20 with the exception of Election Day, we host a virtual coffee meet-up by Zoom to discuss general topics of interest. There are usually between 5 and 10 participants each week.
- **4/14/20 GREATER PUBLIC'S BENCHMARKS WEBINAR**
- **5/6/20 GREATER PUBLIC WEBINAR -- ALL HANDS ON DECK: DIRECTING AND LEADING STAFF AT A MOMENT OF CRISIS**
- **6/2/20 GREATER PUBLIC WEBINAR -- BUILDING RESILIENCE: CONNECTING OUR COMMUNITY**
- **6/3/20 GREATER PUBLIC -- VIDEO ROUNDTABLE: MARKETING A PUBLIC RADIO STATION DURING A CRISIS**
- **6/16/20 GREATER PUBLIC WEBINAR -- RESILIENCE OF REVENUE**
- **6/24/20 -- NEW WEBSITE WENT LIVE WITH FEATURES FOR ONLINE ADS AND ANNOUNCEMENTS**
- **6/30/20 PRPD/CURRENT/GREATER PUBLIC/PMJA WEBINAR -- THE IMPERATIVE OF INCLUSION**
- **7/8/20 WEBINAR -- THE STATE OF DIVERSITY, EQUITY AND INCLUSION IN COMMUNITY + PUBLIC MEDIA**
- **7/14/20 GREATER PUBLIC PMDMC KEYNOTE -- THE INVISIBLE THUMBPRINT: HOW UNCONSCIOUS BIAS AND WHITE CULTURE AFFECT PUBLIC MEDIA**
- **7/15/20 GREATER PUBLIC PMDMC WEBINAR -- LEVERAGING "GROVE" FOR SPONSORSHIP**
- **8/6/20 GREATER PUBLIC PMDMC WEBINAR -- DIGITAL TRANSFORMATION: LESSONS FROM TABLE STAKES**
- **8/11/20 GREATER PUBLIC WEBINAR -- BUILDING RESILIENCE: DIVERSITY & INCLUSION: THE LEADERSHIP LEVEL**

- **8/13/20 GREATER PUBLIC PMDMC WEBINAR – CREATING NEW CORPORATE SPONSORSHIP PRODUCTS**
- **8/18/20 GREATER PUBLIC PMDMC WEBINAR -- THE GREAT (CORPORATE SUPPORT) PIVOT OF 2020**
- **8/19/20 GREATER PUBLIC WEBINAR – ENGAGING AUDIENCES WITH VIRTUAL EVENTS**
- **8/25/20 GREATER PUBLIC WEBINAR THE IMPERATIVE OF INCLUSION: IRING & RETENTION**
- **10/6/20 GREATER PUBLIC VIDEO ROUNDTABLE: MARKETING MEETUP FOR SMALL/MEDIUM STATIONS**
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**William Dalhberg, Deputy Director WBHM attended the following outreach conferences and training Seminars/Webinars.**

- **12/17/2019, Webinar - How Radio Listening Has Changed with New Technologies-** This webinar contained important information regarding the changing in radio listening habits and helping us better understand and learn about new technologies to help serve our audience.
- **1/15/2020, NPR Voice Updates & Emerging Trends-** Five years after the launch of the Amazon Echo, the voice ecosystem continues to disrupt the audio marketplace and transform the listening experience for a fast-growing share of our audience. In partnership with Member stations, NPR is working hard and fast to ensure public radio is engaging this new generation of listeners while exploring the possibilities of the latest technical innovations. Please join us for a webinar that explores current trends and lessons learned in the voice ecosystem. We will also preview changes to the NPR Alexa skill that will help better understand our audience while providing a more robust listening experience.
- **3/5/2020, Practical Project Management-** An introductory course on the basics of Project Management and next steps for a PMP certification. Taught by UAB Professional Development.
- **3/23/2020, Leading Virtually (A Leadership Edge alumni/OL&D meeting)-** A workshop by UAB Professional Development. The course focused on: gain tips for leading virtually, share how we, OL&D, can support you in these times.
- **7/21/2020, Discovering and Engaging with Planned Giving Surveys-** This webinar, in conjunction with Greater Public, educated on planned giving surveys. If done correctly, donor surveys are an excellent way to understand your donor's interests. Using surveys to discover and engage your current and potential estate donors is becoming increasingly popular as planned giving increases, both nationwide and in public media. Hear from industry experts who have implemented these surveys with great success. They will share their

lessons learned about their process, objectives, and challenges in planning, executing, and wrapping up a planned giving survey, regardless of station size.

- **7/23/2020, Tour of WBHM with prospective Job Candidate-** Gave an extensive tour to Priska Neely, a candidate visiting from California for the Gulf States Newsroom's Managing Editor position.
- **7/23/2020, Collaborative Fundraising Pilot Webinar-** Join members of the CFP's first cohort in a conversation about how the cohort developed and adopted the principles, goals, and guidelines that will guide the pilot's work for the next two years. The principles, goals, and guidelines are available here:
- **8/11/2020, Building Resilience: Diversity & Inclusion: The Leadership Level-** Go to any public media conference and you can't help but notice: where are the people of color? The BIPOC deficit is especially glaring at meetings of the most powerful national and local leaders in our system. Why are there so few people of color at the helm of public media organizations? What impact do executives of color have on diversity, equity and inclusion at the institutions they lead and the audiences their stations serve? How can white CEOs and General Managers demonstrate a real commitment to ensuring that their organizations look and sound more like the racially diverse audiences they are called to serve? What efforts are already underway to change the complexion and culture in public media's C-suites? Join us for our next Building Resilience webinar for an honest conversation focusing on these questions and yours. Guests: Ronnie Agnew is Executive Director of Mississippi Public Broadcasting, a joint licensee in the U.S. state with the highest percentage Black population. Ronnie has served on the boards for PBS, APTS, NETA, and American Public TV. Deanna Mackey is Executive Director of the Public Television Major Market Group (PTMMG). She is the founder of Public Media Women in Leadership and the former Station Manager/COO at joint licensee KPBS in San Diego.
- **8/14/2020, ABCs of Management: Attitude-** This is a re-fresher course for current managers. The goal is to reconnect you with management basics. This is part of a multi-part series of modules to dust off your management skills. Sponsored by UAB's Professional Development Office.
- **9/30/2020, What is NFFS (with the CPB)-** This is a course with the Corporation for Public Broadcasting covering changes to annual financial documents and procedures.

**Darrell McCalla, WBHM Director of Technology attended the following conferences and training Seminars/Webinars.**

- (NAB) National Association for Broadcasting Via Zoom and on Demand
- (PREC)Public Radio Engineering Conference, On Demand Engineering Topics.  
Nautel User Group, Via Zoom
  - **On Demand SBE Webinars through-out the year:**
  - AoIP Series, Module 1 - IP Networking for Real-Time Media Networks
  - AoIP Series, Module 2 - AoIP Basics
  - AoIP Series, Module 3 - How AES67 Builds on 15 Years of AoIP Success
  - Fundamentals of SNMP: Part 1
  - Implementing SNMP: Part 2
  - RF101; Module 4, Antenna Gain - Feed-Line Loss
  - RF101: Module 5, Modulation Fundamentals
  - RF101: Module 7, RF Test and Measurement
  - RF101: Module 8, FCC Regulations
  - Advanced RF Series: RF 201: Module 1 - FM Transmitter Systems
  - RF 201 Module 4 - Transmitter Site Grounding
  - 2020 RF Safety Course
  - Module 3: Understanding Secured Remote Access
  - HD Radio Advancements and Trends
  - HD Radio Diversity Delay Field Observations
  - Field Observations of Elevated FM HD (IBOC) Power Levels
  - IP Network Troubleshooting - Part 3
  - Transmitter Maintenance Checklist
  - 50 Tips for the Broadcast Technical Professional  
The Manager's Engineering Notebook
  - 3 Webinars By Nautel/Telos Radio  
Air-Chain Innovation 8/13,8/27, 9/10 and Nautel Single Frequency Networks

**Kim Homer, Business Manager Gulf States News Hub attended the following conferences and training Seminars/Webinars**

- **10/6/20** FREEDOM OF EXPRESSION & USE OF UAB FACILITIES
- **9/30/20** EFFORT REPORTING EFFORT REPORT CERTIFICATION PROCESS OVERVIEW
- EFFORT REPORTING-PRINCIPLES, PROCESS & CERTIFICATION
- **9/29/20** UNDERSTANDING PAYROLL & LABOR DISTRIBUTIONS IN ORACLE HR&FN
- **9/28/20** OVERVIEW OF ORACLE FINANCIAL ACCOUNTING



- **9/27/20** INTRO TO ORACLE ADMIN SYSTEM
- **9/23/20** P CARD TRAINING
- **9/23/20** BUY UAB
- **9/23/20** UAB TITLE IX
- **9/11/20** COVID 19 : BASIC SAFETY AND AWARENESS COURSE

**Michael Krall, Program Director attended the following outreach conferences and training Seminars/Webinars**

- **3/26/2020, Planning for schedule change-** WBHM's Michael Krall was a panelist for this webinar. In this session, you'll learn how to implement a schedule change, how to craft the plan and roll it out for your audience and internal stakeholders.
- **4/8/2020, Webinar: Coronavirus and Public Radio-** To better understand public radio's role in the coronavirus crisis, Jacobs Media launched a "flash survey" among public radio listeners, in partnership with PRPD & NPR. More than 40 public radio stations across the U.S. responded to this web-based survey, yielding more than 16,000 respondents. \* What is their state of mind? Depressed, angry, optimistic, up & down? \* How do they feel about public radio fundraising at this critical time? \* What are they looking for from public radio during this crisis – more information, talk shows, local information, and companionship? \* Who are the most trusted voices in the midst of this crisis – public radio, politicians, the CDC, etc.
- **4/14/2020, Greater Public Benchmarks FY19 Review-** Greater Public consultation to discuss the ins and outs of our FY19 Benchmarks data. They'll walk us through the reports with a slide deck outlining the station's year-over-year progress in Membership and Underwriting and a calculation of the money we may be leaving "on the table."
- **4/15/2020, On-Air Fundraising During a Global Pandemic-** Discussion concerning On-Air Fundraising During a Global Pandemic.
- **4/29/2020, Broadcast Audience Trends | Coronavirus Coverage-** Highlights of the the March PPM broadcast trends during the early days of the COVID-19 pandemic (dates: February 27 - March 25). We will share what's happening across different dayparts, nationally and among station cohorts. Based on this early read of the data, we will make a few recommendations about what to do to keep your station strong.
- **4/30/2020, Edison Smart Speaker Research-** The Smart Audio Report from NPR and Edison Research is back with its annual study. Discover how smart audio users choose to use the technology, how they integrate voice-commands into their daily lives, and how those

who don't use the technology feel about it becoming a bigger part of the world around them.

- **5/12/2020, Writing for Web**, Session with Holly Morris, NPR's digital storytelling specialist, for tips on writing for the web.
- **5/13/2020, Spring PubMetrics Webinar: Station Analytics-** Biannual summary of audience insights and trends across 200+ stations. This time, we will include an updated look at your audience data within the context of changing news consumption due to COVID-19.
- **5/20/2020, Building Resilience - Small and Smart Stations-** How are smaller public media stations rising to the challenges they face from the COVID-19 crisis? Tom Michael, GM of Boise State Public Radio, and Sarah Bohannon, News Director at North State Public Radio (CA), tell us about how – as stations with limited resources – they are stretching and serving their local communities.
- **5/21/2020, COVID-19 Tracking Study - Results for Public Radio-** Jacobs Media launched its second “flash survey” among public radio listeners, in partnership with PRPD. The survey was fielded May 12-14, 2020. Nearly 50 public radio stations across the U.S. participated in this web-based survey, yielding more than 16,000 respondents. This webinar reveals the survey's topline findings, including:
  - Who is still in “stay at home” mode and who's gone back to work?
  - The impact of “work from home”
  - What media outlets are they using most and how has that changed since the first study from early April?
  - Who are the most trusted voices in the midst of this crisis – public radio, politicians, the CDC, etc.
  - How much are they listening to radio? And what gadgets and devices are respondents using to access their favorite radio stations?
  - What is their current state of mind and how has it changed since the first study? Depressed, angry, optimistic, up & down?
  - Which activities are they most looking forward to resuming, and how safe/risky is each perceived to be?
  - What will be their projected shopping habits in the coming week?
  - How do they feel about public radio fundraising at this critical time?
  - What are they looking for from public radio during this crisis – more information, talk shows, local information, companionship?
- **5/26/2020, Editorial & Digital Fundraising Updates: NPR/Station Backgrounder #10-** To better understand public radio's role in the coronavirus crisis, Jacobs Media launched its second “flash survey” among public radio listeners, in partnership with PRPD. The survey was fielded May 12-14, 2020. Nearly 50 public radio stations across the U.S. participated in this web-based survey, yielding more than 16,000 respondents. This webinar reveals the survey's topline findings, including:
  - Who is still in “stay at home” mode and who's gone back to work?
  - The impact of “work from home”
  - What media outlets are they using most and how has that changed since the first study from early April?
  - Who are the most trusted voices in the midst

of this crisis – public radio, politicians, the CDC, etc. • How much are they listening to radio? And what gadgets and devices are respondents using to access their favorite radio stations? • What is their current state of mind and how has it changed since the first study? Depressed, angry, optimistic, up & down? • Which activities are they most looking forward to resuming, and how safe/risky is each perceived to be? • What will be their projected shopping habits in the coming week? • How do they feel about public radio fundraising at this critical time? • What are they looking for from public radio during this crisis – more information, talk shows, local information, companionship?

- **6/2/2020, Field Reporting Safety Discussion-** NPR's office of Field Safety and Security will be sharing tips and resources for journalists reporting in the field. There will also be a Q&A and opportunity for Member stations to contribute to the conversation.
- **6/23/2020, Update on Broadcast Audience Ratings: April-May 2020-** Lori Kaplan (NPR Audience Insights) and George Bailey (Walrus Research), and Dave Sullivan (Radio Research Consortium/RRC) for a webinar highlighting April and May broadcast data trends and insights. We will share what's happening across different dayparts, nationally and among station cohorts.
- **6/24/2020, 2020 & Beyond: On-Air Promotions-** As audience habits shift and communities are slowly transitioning into “new normals”, keeping public radio top of mind is essential. Your station's airtime is a valuable commodity and the 2020 & Beyond guide captures practical, actionable tips that you can implement today. Hear how top program directors are changing their on-air promotions to meet the moment, and learn how to improve the effectiveness of your strategy. You'll leave with ready-to-implement tactics to take back to your team.
- **7/21/2020, The Six Types of American News Audiences: NPR/Station Backgrounder #14-** NPR will share the findings of its nationwide study that uncovered the six core segments of news consumers. We'll meet the Curious Explorers, Opinion Shapers, and other audience types and learn who they are, what they care about in news, how they consume news and information, and what the opportunities might be for better reaching and engaging with each group.
- **7/22/2020, Audience Insights On COVID-19: The First Six Months Of 2020 PPM Data-** Client stations and partners are invited to join Dave Sullivan of the RRC w/ special guest Scott Williams for analysis and discussion of changes in radio listening during this all-encompassing pandemic.
- **8/25/2020The Imperative of Inclusion: Hiring & Retention-** The Imperative of Inclusion: Hiring and Retention - In recent weeks, present and former employees of color have been speaking out on

social media about the racism they've experienced at stations and national organizations. It's cathartic and it's painful. The truth liberates even as it hurts. Their stories have come as a shock to some in our field, but certainly not to everyone. As public media listens to those who are finding their voices, our institutions must look in the mirror and examine a culture that is leading too many young talented people of color to leave. Join us for a rich conversation that unpacks the baggage, defines DEI and explores the change public media must embrace in order to retain its future leaders.

- **9/2/2020, 2020 & Beyond: On-Air Hosting Best Practices-** Client stations and partners are invited to join Dave Sullivan of the RRC w/ special guest Scott Williams for analysis and discussion of changes in radio listening during this all-encompassing pandemic.
- **9/21/2020, Let's Go Live: A Collaborative Public Media Summit presented by PRPD and PMJA-** Our 4-Day virtual summit Let's Go Live! is for industry leaders, public media programmers, content creators, newsroom managers and journalists. Plans are in place for more than 25 sessions showcasing a variety of industry experts, as well as fun and engaging surprises throughout the course of the event.

### **Gigi Douban, News Director attended the following outreach conferences and training Seminars/Webinars**

- **1/24/2020, National Journalism Advisory Board meeting -** Annual meeting of the National Journalism Advisory Board. Mentoring and outreach to student journalists at the Center for "Collaborative Journalism in Macon".
- **2/17/2020, NPR Elections Webinar -** Session on covering the 2020 elections
- **02/24/2020. Birmingham Business Journal Mentoring Monday-** speed-mentoring for women in the Birmingham area. Gigi Douban served as a mentor.
- **3/17/2020, Covering COVID-19-** Sessions on how stations are covering the pandemic
- **4/14/2020, How To Find Balcony Time-** Finding time to accomplish strategic initiatives -- webinar from the Editorial Integrity and Leadership Initiative
- **4/16/2020, Effectively Managing People In This Environment,** Virtual session on managing employees during the pandemic
- **4/28/2020, EILI webinar Leading through economic and job uncertainty,** Editorial Integrity and Leadership Initiative webinar: Leading through economic and job uncertainty
- **4/30/2020, Webinar: Using this time for innovation,** EILI head coach Julia Wallace gives an overview on how newsroom managers can use this fraught time wisely.
- **5/6/2020, ALL HANDS ON DECK-** PMJA webinar ALL HANDS ON DECK: Directing and Leading Staff at a Moment of Crisis
- **6/11/2020, Editorial Integrity and Leadership Initiative-** CPB-funded fellowship program to grow newsroom leaders across the country.

- **8/25/2020, Webinar: The Imperative of Inclusion: Hiring & Retention-** Current, Greater Public, PRPD & PMJA. Guests: Doug Mitchell, founder of Next Generation Radio, and Vinnee Tong, Managing Editor at KQED. The Imperative of Inclusion: Hiring and Retention - In recent weeks, present and former employees of color have been speaking out on social media about the racism they've experienced at stations and national organizations. It's cathartic and it's painful. The truth liberates even as it hurts. Their stories have come as a shock to some in our field, but certainly not to everyone. As public media listens to those who are finding their voices, our institutions must look in the mirror and examine a culture that is leading too many young talented people of color to leave. Join us for a rich conversation that unpacks the baggage, defines DEI and explores the change public media must embrace in order to retain its future leaders.
- **10/7/2020, Webinar: Making the most of the PMJA Editor Corps-** WBHM's Gigi Douban was a panelist for a conversation on how stations can make the most of the PMJA Editor Corps
- **10/16/2020, Voice Coaching Workshop-** This workshop helps participants build basic warm-ups specifically for their voices and needs. Also covers the remote and in studio set-up.

**Tanya Ott, attended the following outreach conferences, training seminars taught various classes and training Seminars/Webinars.**

- **12/3/2019, Guest Lecture University of North Alabama-** Guest lecturer for University of North Alabama Radio Production and Performance class (COM 341). Met with about a dozen students via Zoom to give a voice lesson, covering vocal health, warmup exercises, diction, etc.
- **1/7/2020, Coaching-** Tanya Ott had a one-on-one conversation with a public media reporter who was looking to transition from station work to full-time freelancing.
- **1/9/2020, Professional Coaching-** Tanya Ott met with print reporting making transition into radio to discuss how the industry works, where to find freelance writing opportunities, etc.
- **1/30/2020, Professional Coaching-** Coaching session with print journalist looking to transition into radio/podcasting.
- **2/5/2020, Guest Lecture UAB Foreign Language Class-** Guest lecture for UAB foreign language class. The class was making podcasts. I presented on types of podcasts, interview technique, and writing for audio, and trained them on using Adobe Audition software for digital editing.
- **2/26/2020, Editorial Integrity & Leadership Institute training-** Tanya Ott was asked to be a coach for the public radio Editorial Integrity and Leadership Training. This session was the introductory training on how to work with the public radio news directors we were assigned to coach. It included training on effective coaching, managing a 365 review process, etc.
- **2/28/2020, Editorial Integrity & Leadership Institute coaching-** Tanya Ott met one-on-one with the four public radio news directors I was assigned for the Editorial Integrity and Leadership Institute. Discussed challenges and opportunities in their newsrooms and developed a plan for coaching.
- **3/2/2020, Coaching Public Radio News Director-** One-on-one session with public radio news director who was transitioning out of the newsroom and into full-time freelancing; discussed the freelance market, rates, etc.
- **3/4/2020, Coaching public radio staffer-** Tanya Ott met with public radio host/programming manager who was interested in setting up a freelance consultancy to train hosts at other stations in the public media system.

- **3/5/2020, Guest Lecture UA Media Ethics-** Tanya Ott guest lectured University of Alabama College of Communication & Information Science media ethics class. Discussed ethics as it pertains to the practice of journalism. Used hands-on exercises to engage students in thinking through various ethical dilemmas that journalists face when choosing which stories to cover and how to cover them.
- **4/17/2020, Coach podcaster-** Tanya Ott spent an hour coaching a Birmingham-area podcaster on story development, the legalities of using music in podcasts, and how to recruit editors and other members to the production team.
- **4/23/2020, Broadcast Educators Association Annual Conference-** Tanya Ott was a presenter for a BEA Annual Conference session on non-verbal communication. I talked with college and university communications instructors about my thesis research on recognizing race from voice.
- **4/24/2020, One-on-one Coaching-** A one-on-one coaching session with a podcaster looking to branch into corporate and branded podcasts.
- **5/5/2020, One-on-one Coaching-** Provided one-on-one coaching in accessing and analyzing audience data to make informed programming decisions.
- **6/9/2020, One-on-one Coaching-** Provided advice and coaching to public radio news director considering applying for a content director position as her station; Discussed the tasks and skills of the job and helped her think through how she would approach the position.
- **6/11/2020, Taught CMST 210 Media Writing at UAB-** Tanya Ott was an Adjunct Instructor for UAB CMST 210 Media Writing class; taught 9 students the basics of news and opinion writing, as well as public relations writing.

**Janae Pierre, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

- **9/2/2020, NPR's 2020 & Beyond: On-Air Hosting Best Practices-**  
A quick webinar for on-air hosts and program directors to improve how to effectively engage station priorities and audience needs through on-air delivery.
- **9/21/2020, 2020 IRE Conference-** The Investigative Reporters & Editors (IRE) conference included panels, workshops and roundtables covering the latest developments in the field of investigative and data journalism.
- **10/16/2020, Voice Coaching Webinar -** NPR's Jessica Hansen led a virtual webinar for on-air hosts called "Warming Up Your Voice: How and Why."

**Andrew Yeager, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

- **2/20/2020, Newscast Best Practices Webinar-** Webinar from NPR on best practices for producing newscasts.
- **8/6/2020, Disinformation and Election 2020-** Webinar from the Council on Foreign Relations on disinformation and the election.
- **8/27/2020, The Psychology of Misinformation-** Webinar from First Draft on misinformation from a psychological perspective.
- **9/2/2020, On-air Hosting Best Practices Webinar-** Webinar from NPR on best practices for on-air hosting.

- **10/22/2020, Five Spooky Issues this Election-** Zoom presentation to the Women's Network of Birmingham.
- **11/2/2020, Student Job Shadow-**Birmingham-Southern College student job shadowed Andrew Yeager virtually.

**Mary Scott Hodgin, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

- **12/5/2019, Story Lab Workshop: Building Audiences-** Webinar on building audience for podcasting.
- **1/15/2020, Story Lab Workshop: Legal-** Webinar on legal concerns/questions in podcasting
- **2/7/2020, Story Lab Workshop: Visuals-** Webinar on visuals in podcasting
- **2/25/2020, Workshop: Scoring and Sound Design-** Story lab workshop on scoring/sound design for podcasting
- **3/4/2020, Poynter Seminar on Covering Jails-** Seminar about reporting on jails and incarcerated population
- **3/25/2020, Story Lab Webinar on Metrics and Analytics-** Webinar about analytics for podcasting

**Miranda Fulmore, Multimedia News Producer attended the following outreach conferences and training Seminars/Webinars**

- **5/12/2020, NPR Webinar Writing For Web-** reviewed the with NPR and the Gulf States Newsroom the way we want to display our digital social across the different station's web pages.
- **7/24/2020, Hub Diversity Training with Angie Chuang-** Hub Diversity Training with Angie Chuang - reviewed ways to best respect our colleagues and diversify our reporting.

**Richard Banks, Host attended the following outreach conferences and training Seminars/Webinars.**

- **5/22/2020, Leading & Managing: Conversation on Race & Racism-** Keith Woods, NPR Chief Diversity Officer, discussed the importance and benefits of racial diversity in the workplace.

**Caroline Lopez-Spears , Traffic Coordinator attended the following outreach conferences and training Seminars/Webinars**

- **4/28/2020-** Management for New Supervisors Virtual Conference with Skillpath
- **4/16/2020-** Greater Public Digital Underwriting Training for Public Media Webinar
- **7/15/2020-** PMDMC Leveraging "Grove" for Sponsorship
- **8/6/2020-** PMDMC Digital Transformation: Lessons from Table Stakes
- **8/13/2020-** PMDMC Creating New Corporate Sponsorship Products
- **8/26/2020-** Allegiance Traffic Update: User Experience Interview
- **9/29/2020-** Greater Public: Discover Hidden Revenue Opportunities Webinar

- **10/6/2020-** Alabama Broadcasters Association: Digital webinar “Why Digital is Important to have in your Media Mix”

**The following listings are a record of WBHM News Team’s Training that are part of the WBHM EEO Program.**

**The WBHM News Team participated in these Training opportunities as a group:**

- **12/9/2019, Podcast Session-** Podcast development session with Q-Catalyst digital consultants
- **12/12/2019, Podcast development with Q-Catalyst-** Podcast development session with Q-Catalyst digital consultants
- **5/12/2020, Webinar:** Writing for Web- Webinar: Holly Morris, NPR’s digital storytelling specialist, for tips on writing for the web.
- **8/12/2020, Webinar: Organizing Files for Podcasting-** Webinar about organizing audio content for long-form audio storytelling
- **10/16/2020, Webinar With NPR Voice Coach Jessica Hansen-** Voice coaching from NPR's in-house trainer
- **10/30/2020, Webinar 2 of 2 With NPR Voice Coach Jessica Hansen-** Webinar 2 of 2 With NPR Voice Coach Jessica Hansen on using your voice effectively on the air. Warm-ups, exercises, tips and tricks.